

## CLAIMS

What is claimed is:

1) A method for providing a user with confirmation of the origin  
and identity of a Web site comprising the steps of:  
5 registering a Web site with an assuring 3<sup>rd</sup> party;  
saving said registration on a registration server;  
entering in a database an Internet domain for said Web site;  
cross-referencing said Web site's Internet domain to the origin  
10 and identity information;  
retrieving said Web site's Internet domain with an Internet  
browser;  
browsing to the Web site for the Internet domain;  
sending a query from a client application tool via a secure SSL  
connection to said registration server and passing it said Web  
site's Internet domain name;  
determining if said Web site's Internet domain has been  
registered; and  
returning the associated registration data to the client  
20 application tool for display.

2) A method for providing a user with confirmation of the origin  
and identity of a Web site comprising the steps of:  
registering a Web site with an assuring 3<sup>rd</sup> party;  
25 saving said registration on a registration server;  
entering in a database an Internet domain for said Web site;  
cross-referencing said Web site's Internet domain to the origin  
and identity information;  
retrieving said Web site's Internet domain with an Internet  
30 browser;

browsing to the Web site and receiving an HTML image tag,  
calling a program via a secure SSL connection on said  
registration server and passing it said Web site's Internet  
domain name;

5 determining if said Web site's Internet domain has been  
registered; and  
returning an image to the browser for display containing  
registration data from the registration server associated with  
the domain name, together with date-and-time information and  
10 code that prevents the dynamic icon from being copied.

3) A system for providing a user with confirmation of the origin  
and identity of a Web site comprising:

15 a component for registering a Web site with an assuring 3<sup>rd</sup>  
party;

a component for saving said registration on a registration  
server;

a component for entering in a database an Internet domain for  
said Web site;

20 a component for cross-referencing said Web site's Internet  
domain to the origin and identity information;

a component for retrieving said Web site's Internet domain with  
an Internet browser;

a component for browsing to the Web site for the Internet  
25 domain;

a component for sending a query from a client application tool  
via a secure SSL connection to said registration server and  
passing it said Web site's Internet domain name;

a component for determining if said Web site's Internet domain  
30 has been registered; and

a component for returning the associated registration data to the client application tool for display.

4) A system for providing a user with confirmation of the origin and identity of a Web site comprising the steps of:

a component for registering a Web site with an assuring 3<sup>rd</sup> party;

a component for saving said registration on a registration server;

a component for entering in a database an Internet domain for said Web site;

a component for cross-referencing said Web site's Internet domain to the origin and identity information;

a component for retrieving said Web site's Internet domain with an Internet browser;

a component for browsing to the Web site and receiving an HTML image tag;

a component for calling a program via a secure SSL connection on said registration server and passing it said Web site's Internet domain name;

a component for determining if said Web site's Internet domain has been registered; and

a component for returning an image to the browser for display containing registration data from the registration server

associated with the domain name, together with date-and-time information and code that prevents the dynamic icon from being copied.